

WHAT IS CLAIMED IS:

- 1                   1.       A method of controlling a financial transaction between a receiver  
2 and a content provider occurring over a network operated by a network operator, wherein  
3 said content provider offers enhanced content programming relating to the financial  
4 transaction, the method comprising the steps of:  
5                   intercepting a user request for the enhanced content programming, said  
6 user request originating in the receiver, wherein said intercepting step is performed by a  
7 third party;  
8                   permitting the enhanced content programming to be provided to the  
9 receiver in response to the user request only if the content provider is an authorized  
10 content provider, wherein said permitting step is performed by said third party; and  
11                   storing information relating to the enhanced content programming  
12 provided to the receiver in response to the user request, wherein said storing step is  
13 performed by said third party.
- 1                   2.       The method of claim 1, further comprising the step of determining  
2 if the content provider is authorized by the network operator to offer enhanced content  
3 programming over the network.
- 1                   3.       The method of claim 1, further comprising the step of monitoring  
2 for triggers within the enhanced content programming.
- 1                   4.       The method of claim 1, further comprising the step of terminating  
2 said user request after said intercepting step if the content provider is unauthorized.
- 1                   5.       The method of claim 1, further comprising the steps of:  
2                   intercepting a supplemental user request, said supplemental user request  
3 originating in the receiver, wherein said intercepting step is performed by said third party;  
4                   storing said supplemental user request, wherein said storing step is  
5 performed by said third party; and  
6                   requesting supporting information from said content provider for said  
7 supplemental user request, wherein said requesting step is performed by said third party.
- 1                   6.       The method of claim 5, further comprising the step of providing  
2 said supporting information to said receiver upon request.



3                   appending an address to a third party controller to said intercepted user  
4 request; and  
5                   directing said intercepted user request to said third party controller,  
6 wherein said third party controller performs said step of appending additional parameters  
7 to said user request.

1                   12.     The method of claim 8, further comprising the step of appending a  
2 marker to said user request response by the content provider, wherein said third party uses  
3 said marker to intercept said user request response.

1                   13.     The method of claim 8, further comprising the step of determining  
2 if the content provider is authorized to provide enhanced content programming to the user  
3 receiver.

1                   14.     The method of claim 13, wherein said determining step is  
2 performed prior to said first intercepting step.

1                   15.     The method of claim 13, wherein said determining step is  
2 performed after said user request is intercepted by said third party.

1                   16.     The method of claim 13, further comprising the step of terminating  
2 the network transaction between the user receiver and the content provider if the content  
3 provider is unauthorized.

1                   17.     The method of claim 13, further comprising the step of forwarding  
2 said appended user request to a substitute content provider if the content provider is  
3 unauthorized.

1                   18.     The method of claim 8, further comprising the step of storing said  
2 extracted transaction information.

1                   19.     The method of claim 8, further comprising the steps of:  
2 initiating a purchase from the content provider by the user receiver; and  
3 entering said initiated purchase into a data base controlled by a third party.





1 30. The method of claim 29, wherein said information appended to  
2 said intercepted user request is comprised of a third party controller address.

1 31. The method of claim 29, wherein said information appended to  
2 said intercepted user request is comprised of a set of receiver capabilities.

1 32. The method of claim 29, wherein said information appended to  
2 said intercepted user request is comprised of a user profile associated with said receiver.

1 33. The method of claim 28, said appended third party parameters  
2 comprised of a network specification.

1 34. The method of claim 28, said appended third party parameters  
2 comprised of a receiver specification.

1 35. The method of claim 28, said appended third party parameters  
2 comprised of a user profile associated with said receiver.

1 36. The method of claim 28, said appended third party parameters  
2 comprised of a set of network operator business rules.

1 37. The method of claim 28, further comprising the steps of:  
2 initiating a user financial transaction through said receiver with said at  
3 least one content provider;  
4 storing information pertaining to said user financial transaction in a third  
5 party controller data base; and  
6 displaying at least a portion of said stored information on a display screen  
7 coupled to said receiver.

1 38. The method of claim 37, further comprising the step of displaying  
2 at least one advertisement on said display screen simultaneously with said portion of said  
3 stored information.

1 39. The method of claim 38, wherein said at least one advertisement  
2 includes linking information to a specific content provider.

1 40. The method of claim 28, further comprising the steps of:

2 requesting additional information on said user financial transaction from  
3 said at least one content provider, wherein said requesting step is performed by said third  
4 party controller;  
5 receiving said additional information from said at least one content  
6 provider; and  
7 storing said additional information.

1 41. The method of claim 28, further comprising the steps of:  
2 finalizing said user financial transaction through said receiver, wherein  
3 said step of finalizing is executed between said receiver and said third party controller;  
4 and  
5 providing finalized user financial transaction information to said at least  
6 one content provider by said third party controller.

1 42. A network-based system for providing enhanced content  
2 programming to a user, the system comprising:  
3 a network;  
4 a content provider coupled to said network, wherein said content provider  
5 supplies said enhanced content programming;  
6 a receiver coupled to said network, said receiver capable of receiving said  
7 enhanced content programming;  
8 a display coupled to said receiver for displaying said enhanced content  
9 programming to the user;  
10 third party means for intercepting a request initiated by said receiver and  
11 directed at said content provider;  
12 third party means for appending operational parameters to said request;  
13 third party means for directing said appended request to said content  
14 provider;  
15 third party means for intercepting a response to said request initiated by  
16 said content provider; and  
17 a database coupled to said network and said third party means for storing  
18 intercepted response information.

1           43.     The system of claim 42, said third party means for intercepting said  
2 request further comprising third party means for appending an address for a third party  
3 controller to said request, wherein said request is directed at said third party controller.

1           44.     The system of claim 42, said third party means for intercepting said  
2 request further comprising third party means for monitoring transactions between said  
3 receiver and said content provider.

1           45.     The system of claim 44, wherein said third party monitoring means  
2 detects triggers contained within said enhanced content programming.

1           46.     The system of claim 43, wherein said third party controller displays  
2 information on transactions between said user and said content provider on said receiver  
3 coupled display.

1           47.     The system of claim 46, wherein said third party controller displays  
2 advertisements simultaneously with said transaction information.

1           48.     The system of claim 43, wherein said third party controller obtains  
2 supplemental information from said content provider pertaining to transactions initiated  
3 between said user and said content provider.

1           49.     The system of claim 42, wherein said receiver is selected from the  
2 group consisting of set-top boxes, telephones, PDAs, and computers.

1           50.     The system of claim 42, wherein said network is selected from the  
2 group consisting of cable, fiber optics, telephone lines, terrestrial broadcast systems, and  
3 satellite broadcast systems.